

REMARKS/ARGUMENTS

This Amendment is being filed in response to the Office Action dated December 20, 2006. Reconsideration and allowance of the application in view of the amendments made above and the remarks to follow are respectfully requested.

Claims 1-6, 9-20 and 23-29 are pending in the Application. Claims 1, 15 and 28 are independent claims. Claims 7, 8, 21 and 22 are canceled herein, without prejudice. The Applicants respectfully reserve the right to reintroduce subject matter deleted herein, either at a later time during the prosecution of this application or any continuing applications.

Claims 1-5, 7-10, 12, 13, 15-19, 21-24 and 26 are rejected under 35 U.S.C. §102(e) as allegedly anticipated by U.S. Patent Publication No. 2002/0120935 to Huber ("Huber"). Claims 6, 20, and 28 are rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Huber in view of U.S. Patent No. 6,553,347 to Tavor ("Tavor").

Huber shows an interactive media system including interactive TV that determines if a a product is advertised and available in different versions. A version is selected based on user preferences and is presented to a user (see, paragraph 14). "If the user orders products that are available from a supermarket, for

example, the system of the present [Huber] invention may route an order for product or products to a preferred supermarket." (See, paragraph 19.)

It is respectfully submitted that the method of Claim 1 is not anticipated or made obvious by the teachings of Huber. For example, Huber does disclose or suggest, a method that amongst other patentable elements, comprises (illustrative emphasis provided) "performing a search to identify data related to the selected product; prioritizing the identified data based on price; and providing the prioritized data to a user of the video device" as required by Claim 1, and as substantially required by each of Claims 15 and 28. Tavor is cited for showing different elements and does nothing to cure the deficiencies in Huber.

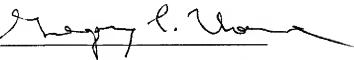
Based on the foregoing, the Applicants respectfully submit that independent Claims 1, 15, and 28 are patentable over Huber alone or in combination with Tavor and notice to this effect is earnestly solicited. Claims 2-6, 9-14, 16-20 and 23-29 respectively depend from one of Claims 1, 15 and 28 and accordingly are allowable for at least this reason as well as for the separately patentable elements contained in each of said claims.

Accordingly, separate consideration of each of the dependent claims is respectfully requested.

In addition, Applicants deny any statement, position or averment of the Examiner that is not specifically addressed by the foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position, should that become necessary. No arguments are waived and none of the Examiner's statements are conceded.

Applicants have made a diligent and sincere effort to place this application in condition for immediate allowance and notice to this effect is earnestly solicited.

Respectfully submitted,

By 

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